

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Sae-Young YOON  
Application No. Not Yet Assigned  
Filing Date July 24, 2001

For METHOD FOR TRANSMITTING ADVERTISEMENTS VIA ELECTRONIC MAILS

July 24, 2001

**PRELIMINARY AMENDMENT A**

TO THE ASSISTANT COMMISSIONER FOR PATENTS,

SIR:

Please enter the following amendments prior to examination of the above-referenced application:

**IN THE CLAIMS:**

Please amend claims 3-5 as follows:

3 (amended). The method as claimed in claim 1, wherein the questions are suitable for grasping personal preferences and purchase tendencies of the sender or the receiver, and the questions are in a hierarchical structure with questions of an upper concept and question of a lower concept.

4 (amended). The method as claimed in claim 1, wherein the information on the tendencies of the sender or the receiver stored in the database of the prize-providing server is employed for target advertisements through electronic mails based on the information.

5 (amended). A method for transmitting advertisements via electronic mails enclosing advertisements together with coupons on the internet, the method comprising steps of:

receiving conditions for target advertisements from sponsors;

analyzing whether there are users fit for conditions of the sponsors through the information on the user's tendencies stored in the database of the prize providing server by the method of claim 1; and

enclosing the target advertisements of the sponsors in the electronic mail together with coupons and automatically transmitting the electronic mail to the users fit for the conditions, in case that the number of the users satisfying the conditions of the sponsors meets a predetermined number.

Please add the following new claims 11-14:

11 (new). The method as claimed in claim 2, wherein the questions are suitable for grasping personal preferences and purchase tendencies of the sender or the receiver, and the questions are in a hierarchical structure with questions of an upper concept and question of a lower concept.

12 (new). The method as claimed in claim 2, wherein the information on the tendencies of the sender or the receiver stored in the database of the prize-providing server is employed for target advertisements through electronic mails based on the information.

13 (new). A method for transmitting advertisements via electronic mails enclosing advertisements together with coupons on the internet, the method comprising steps of:

receiving conditions for target advertisements from sponsors;

analyzing whether there are users fit for conditions of the sponsors through the information on the user's tendencies stored in the database of the prize providing server by the method of claim 2; and

enclosing the target advertisements of the sponsors in the electronic mail together with coupons and automatically transmitting the electronic mail to the users fit for the conditions, in case that the number of the users satisfying the conditions of the sponsors meets a predetermined number.

14 (new). The method as claimed in claim 13, in case that the number of the users satisfying the conditions of the sponsors does not meet the predetermined number, further comprising steps of:

preparing new questions capable of analyzing the conditions received from the sponsor;  
transmitting the prepared new questions to all the users via electronic mails enclosing coupons; and

storing in the database in the prize-providing server the answers of the users who response to the questions.

#### IN THE ABSTRACT

Please replace the Abstract at page 32, line 2 to page 33, line 4 with the following:

--A method for transmitting advertisements via electronic mails enclosing the advertisements together with coupons on the internet. Information collected through hierarchical questions upon receipts of coupons by a sender or a receiver of an electronic mail enclosing coupons is used for the analysis of a particular user's tendency. The tendency analysis result is compared and analyzed with the conditions of a sponsor for the use of target advertisements. The target advertisements are enclosed in the electronic mail together with the coupons and can be automatically transmitted to plural users fit for the conditions. The advertisements for the interest fields of the particular user are displayed in priority on prize advertisement menus or the advertisements lowest in the click rate up to date are displayed in priority on the prize advertisement menus, through the comparison of the tendency analysis result of the user with the prize advertisements of the sponsor.--

REMARKS

Applicant requests the entry of Preliminary Amendment A prior to the first Office action on the merits of the application. Claims 3-5 have been amended and new claims 11-14 have been added by this Amendment. The Abstract has also been amended.

The Commissioner is hereby authorized to charge any fees that may be required during the entire pendency of this application to Deposit Account No. 19-1345.

Respectfully submitted,



Robert M. Bain, Reg. No. 36,736  
SENNIGER, POWERS, LEAVITT & ROEDEL  
One Metropolitan Square, 16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400

Express Mail Label No. EL 910280361 US

VERSION WITH MARKINGS TO SHOW CHANGES MADEIN THE CLAIMS:

Claims 3-5 have been amended as follows:

3 (amended). The method as claimed in claim 1 [or 2], wherein the questions are suitable for grasping personal preferences and purchase tendencies of the sender or the receiver, and the questions are in a hierarchical structure with questions of an upper concept and question of a lower concept.

4 (amended). The method as claimed in claim 1 [or 2], wherein the information on the tendencies of the sender or the receiver stored in the database of the prize-providing server is employed for target advertisements through electronic mails based on the information.

5 (amended). A method for transmitting advertisements via electronic mails enclosing advertisements together with coupons on the internet, the method comprising steps of:  
receiving conditions for target advertisements from sponsors;  
analyzing whether there are users fit for conditions of the sponsors through the information on the user's tendencies stored in the database of the prize providing server by the method of claim 1 [or 2]; and

enclosing the target advertisements of the sponsors in the electronic mail together with coupons and automatically transmitting the electronic mail to the users fit for the conditions, in case that the number of the users satisfying the conditions of the sponsors meets a predetermined number.

The following new claims 11-14 have been added.

11 (new). The method as claimed in claim 2, wherein the questions are suitable for grasping personal preferences and purchase tendencies of the sender or the receiver, and the questions are in a hierarchical structure with questions of an upper concept and question of a lower concept.

12 (new). The method as claimed in claim 2, wherein the information on the tendencies of the sender or the receiver stored in the database of the prize-providing server is employed for target advertisements through electronic mails based on the information.

13 (new). A method for transmitting advertisements via electronic mails enclosing advertisements together with coupons on the internet, the method comprising steps of:  
receiving conditions for target advertisements from sponsors;  
analyzing whether there are users fit for conditions of the sponsors through the information on the user's tendencies stored in the database of the prize providing server by the method of claim 2; and

enclosing the target advertisements of the sponsors in the electronic mail together with coupons and automatically transmitting the electronic mail to the users fit for the conditions, in case that the number of the users satisfying the conditions of the sponsors meets a predetermined number.

14 (new). The method as claimed in claim 13, in case that the number of the users satisfying the conditions of the sponsors does not meet the predetermined number, further comprising steps of:

preparing new questions capable of analyzing the conditions received from the sponsor;  
transmitting the prepared new questions to all the users via electronic mails enclosing coupons; and  
storing in the database in the prize-providing server the answers of the users who response to the questions.

#### IN THE ABSTRACT

The Abstract, beginning at page 32, line 2, has been amended as follows:

[The present invention relates to a more improved application than a] A method for transmitting advertisements via electronic mails enclosing the advertisements together with coupons on the internet.

Information collected through [some] hierarchical questions upon receipts of coupons by a sender or a receiver of an electronic mail enclosing coupons is used for the

analysis of a particular user's tendency. The [result of the] tendency analysis result is compared and analyzed with the conditions of a sponsor for the use of target advertisements. The target advertisements are enclosed in the electronic mail together with the coupons and can be automatically transmitted to plural users fit for the conditions. The advertisements for the interest fields of the particular user are displayed in priority on prize advertisement menus or the advertisements lowest in the click rate up to date are displayed in priority on the prize advertisement menus, through the comparison of the tendency analysis result of the user with the prize advertisements of the sponsor.

[The above method secures the advertisement effect with a higher hit rate for sponsors, enables the users to view the advertisements more related to their interest field, and secures the balanced advertisement opportunities between advertisement sponsors.]



NO 7033  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Sae-Young Yoon

Serial No. 09/912,863

Filed July 24, 2001

Confirmation No. 6203

For METHOD FOR TRANSMITTING ADVERTISEMENTS VIA ELECTRONIC MAILS

February 14, 2002

**LETTER IN RESPONSE TO NOTICE OF INCOMPLETE REPLY**

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS,

SIR:

In response to the "Notice of Incomplete Reply - Filing Date Granted," dated January 7, 2002, enclosed are ten (10) sheets of formal drawings to replace the drawings now on file. A copy of the Notice is enclosed herewith.

Respectfully submitted,

Robert M. Bain, Reg. No. 36,736  
SENNIGER, POWERS, LEAVITT & ROEDEL  
One Metropolitan Square, 16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400

RMB/cjl

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FIG. 1a

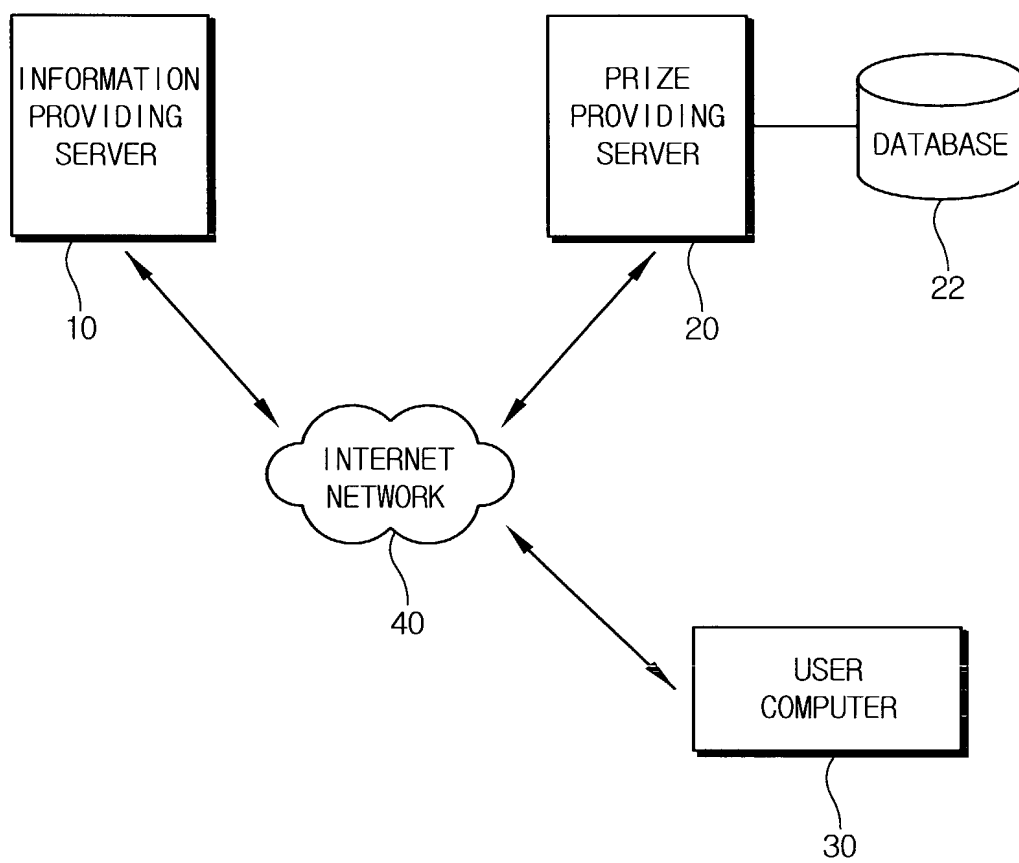


FIG. 1b

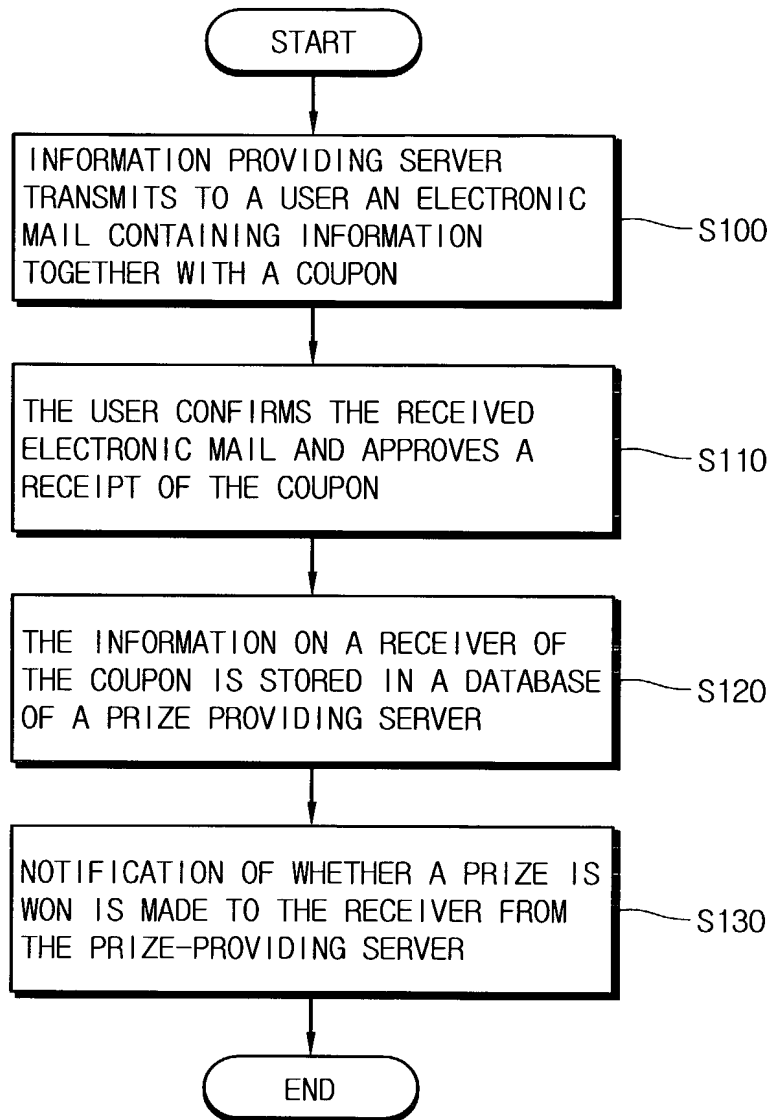


FIG. 2a

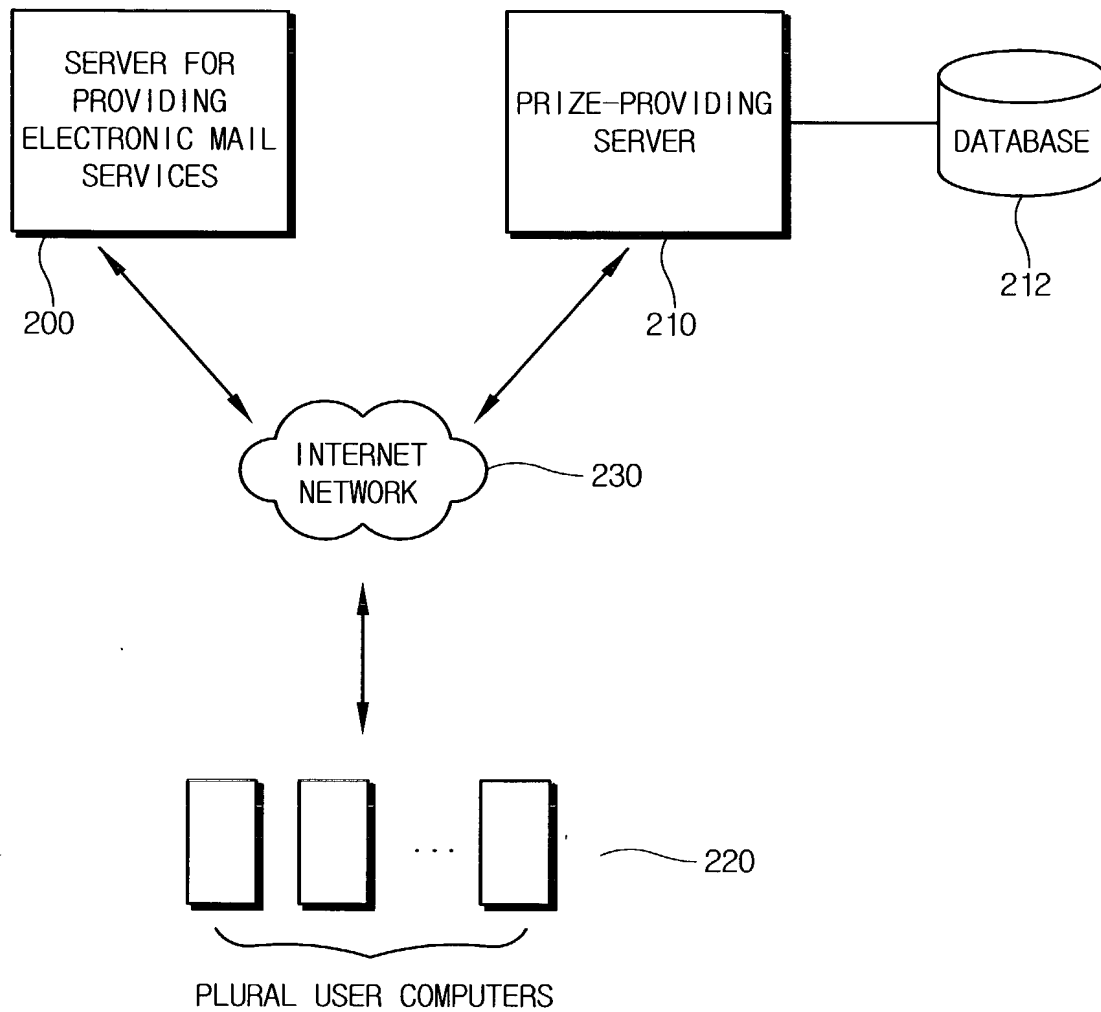


FIG. 2b

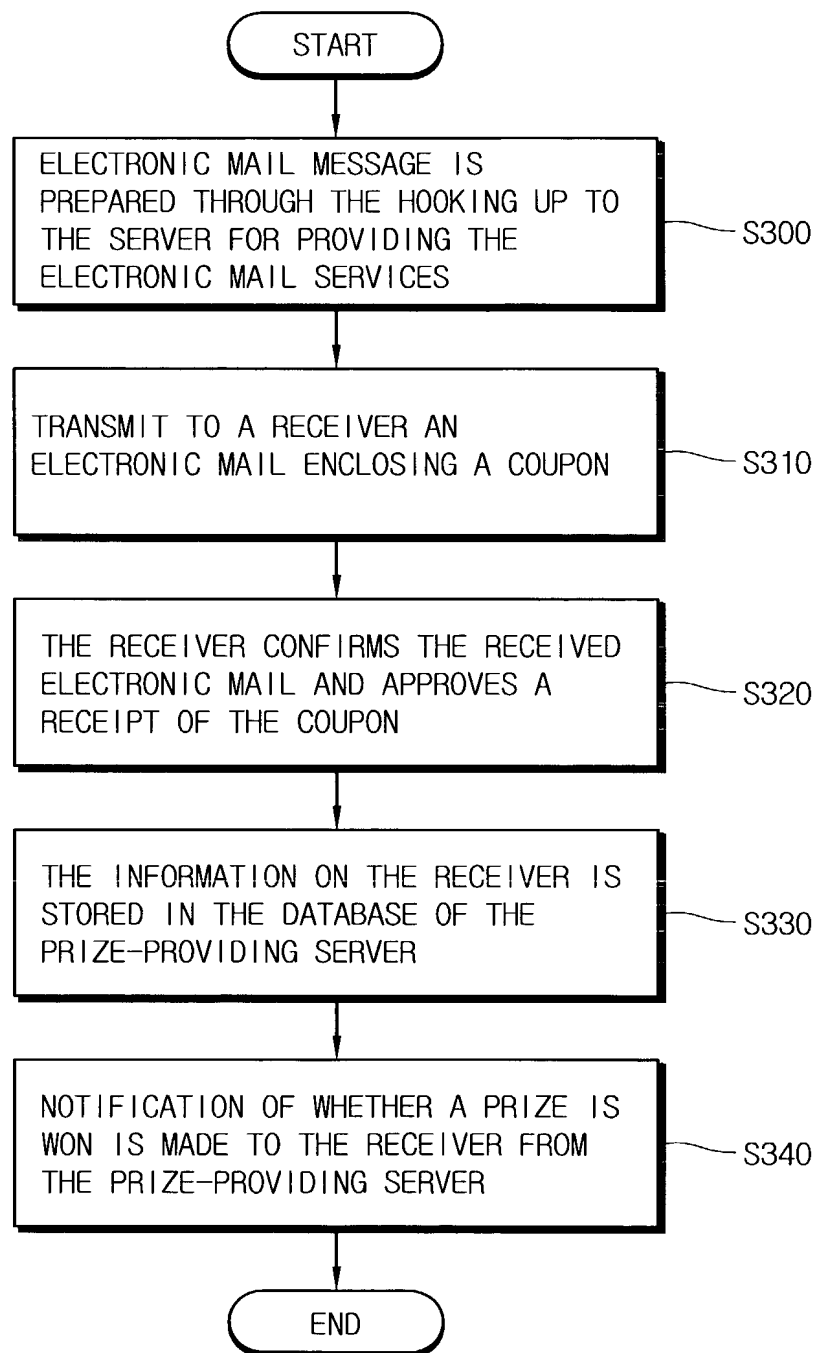


FIG. 3

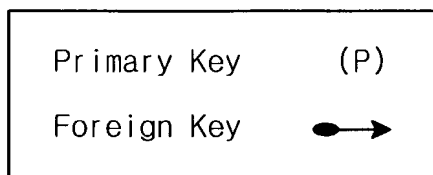
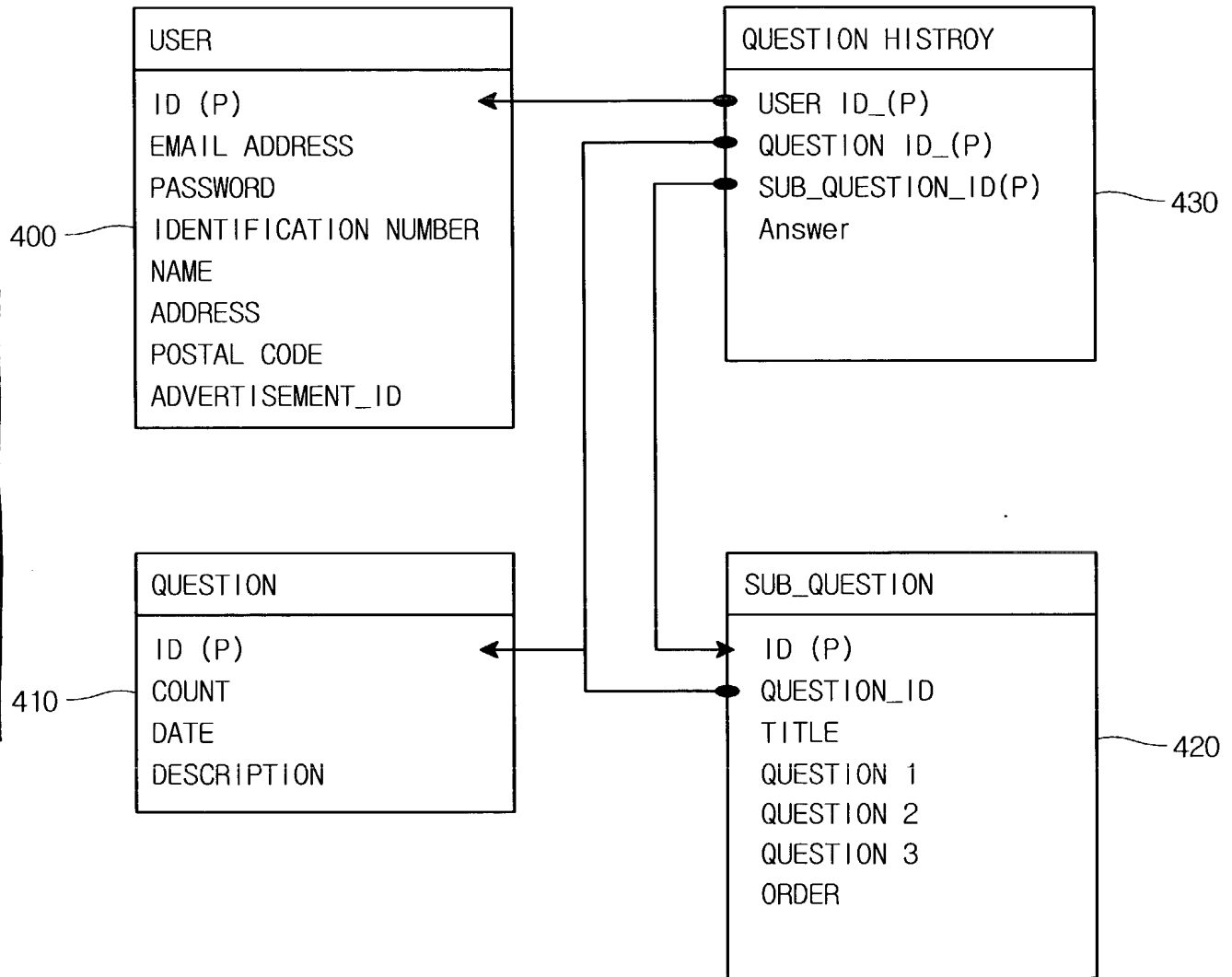


FIG. 4a

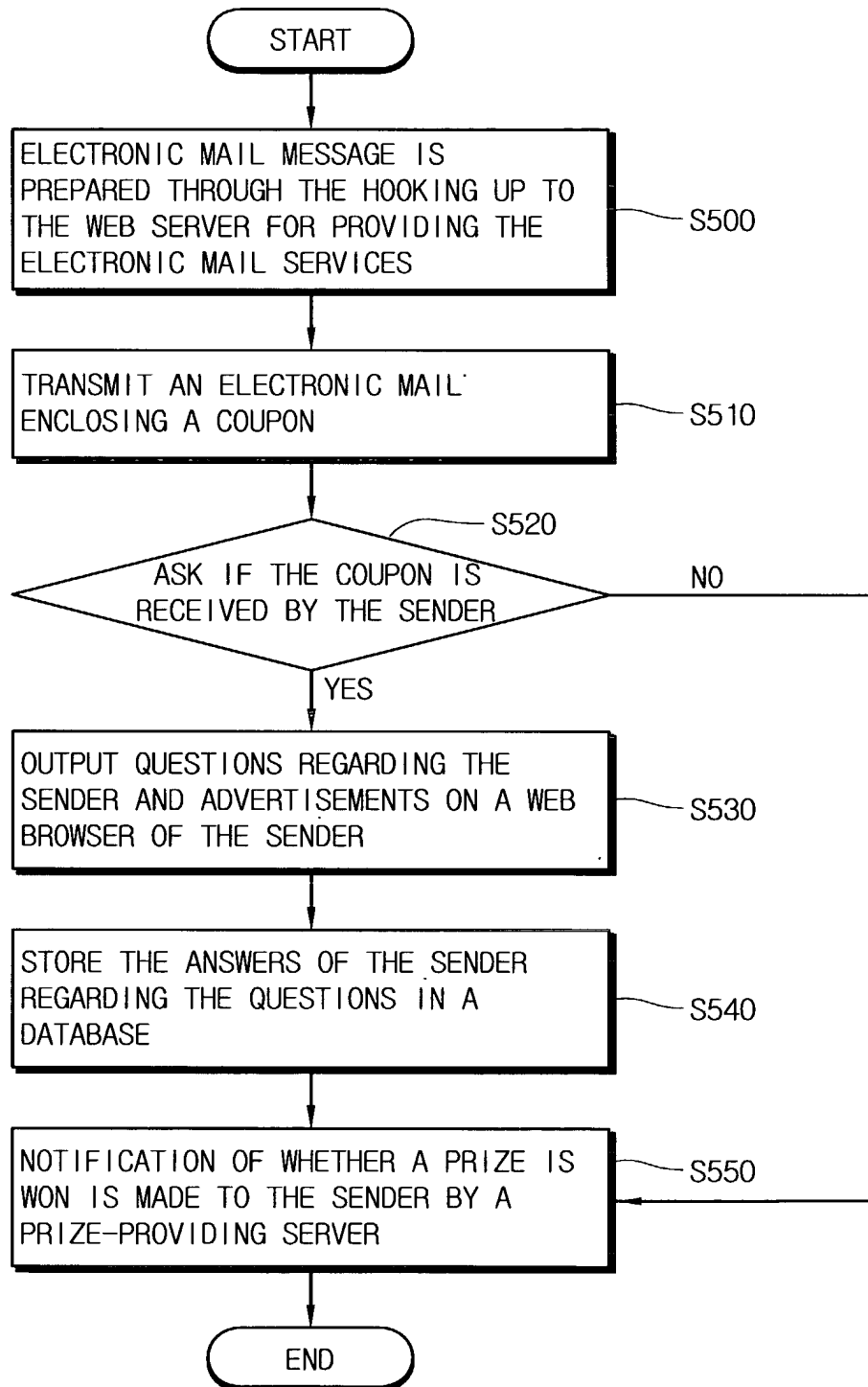


FIG. 4b

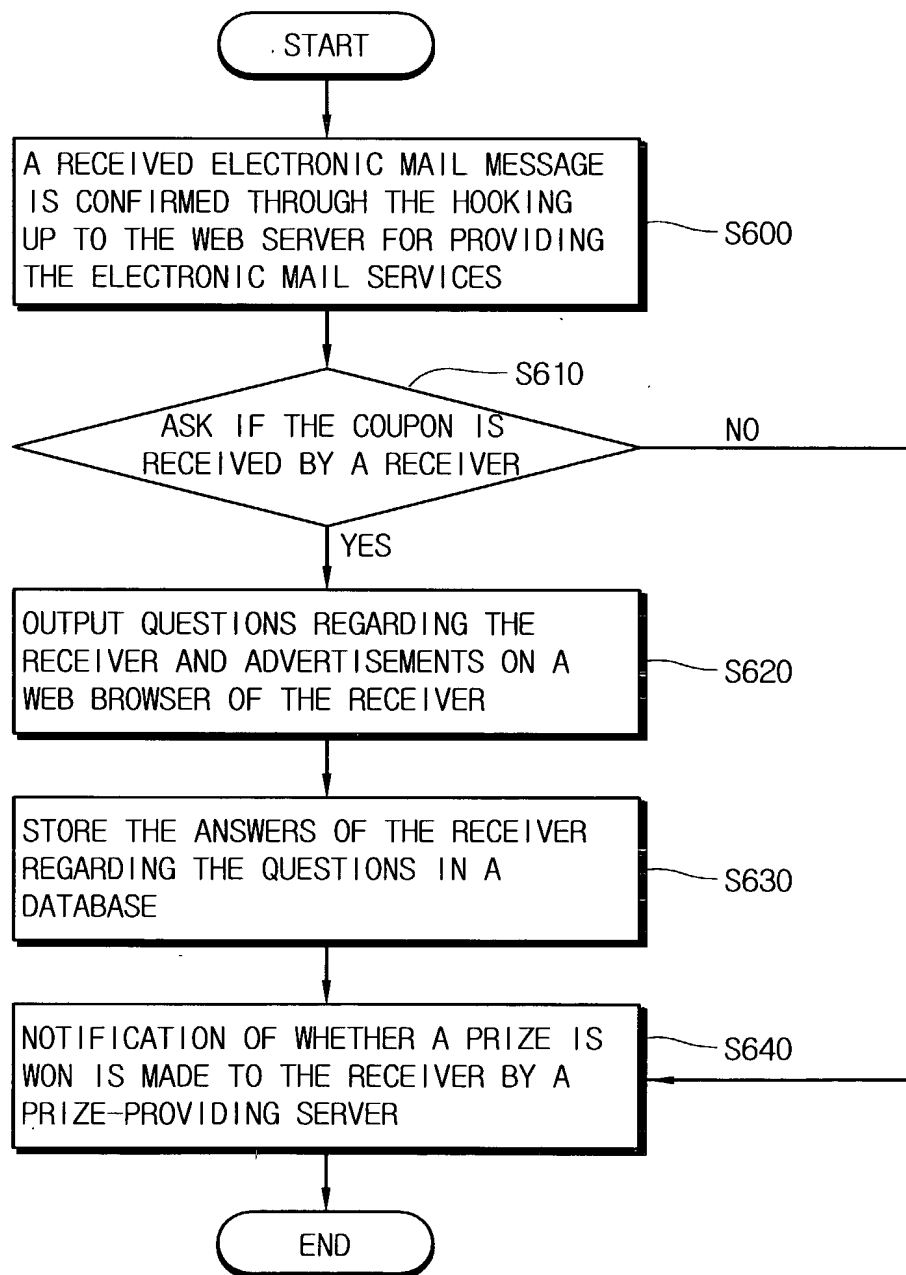


FIG. 5

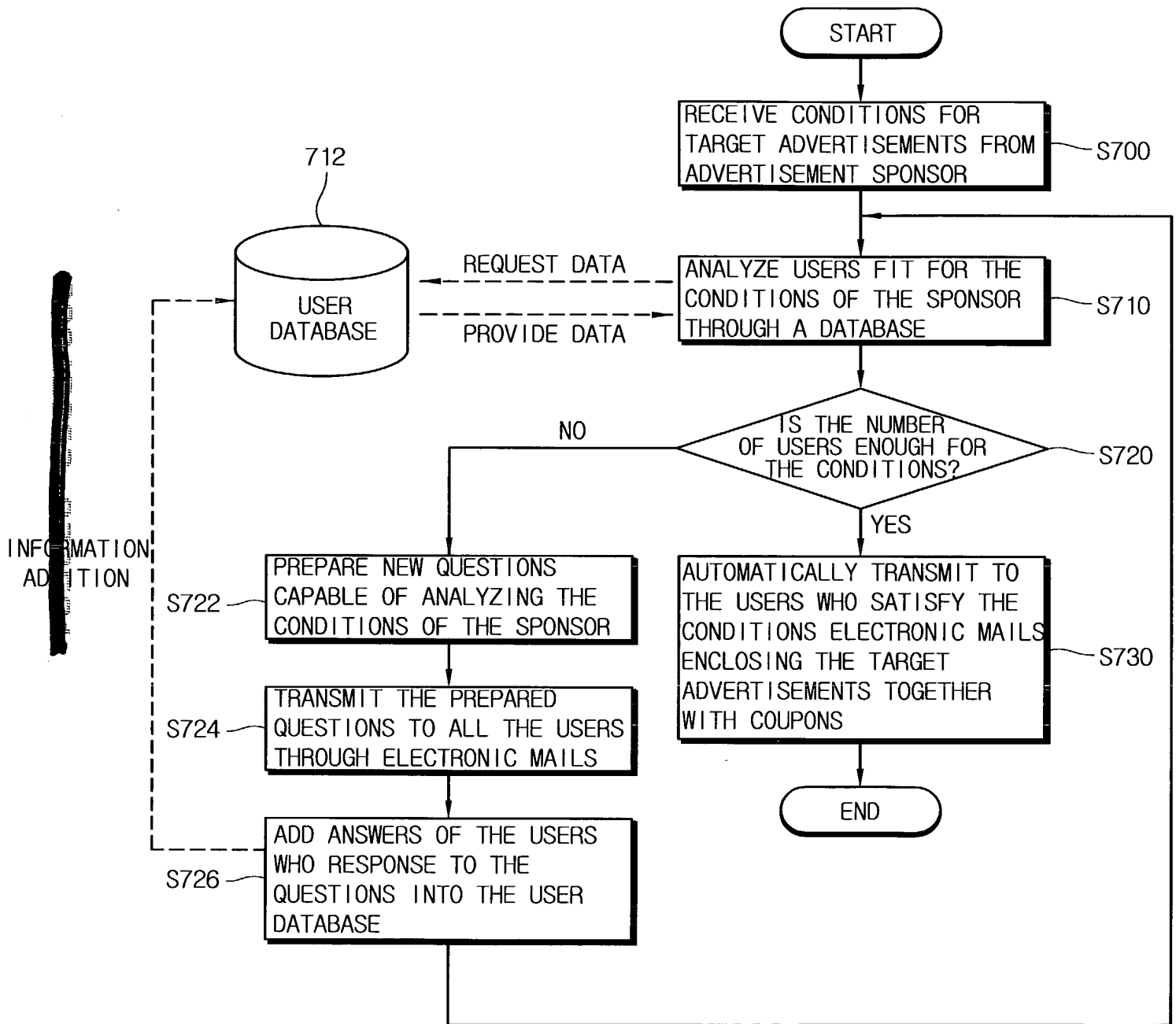




FIG. 6a

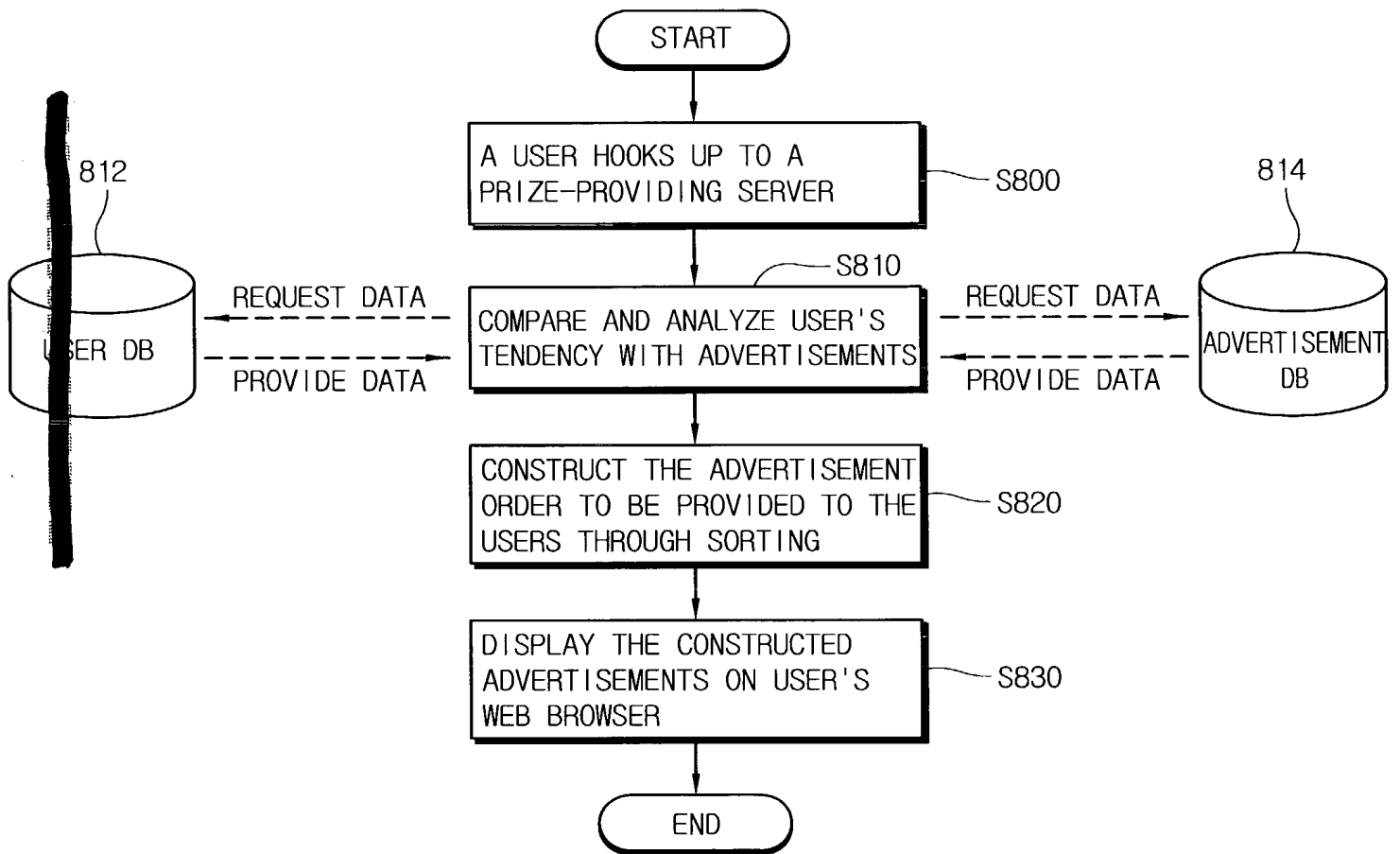


FIG. 6b

